



How to Make Cold Mailing Effective? 🔥

High time to try something new for your cold email campaigns
Apply AtomPark Cold Email Instructions to send effective emails
via professional mailing software



COLD MAILING IS AN ART

YOU SHOULD BE A SKILLFUL WRITER ✍️ TO CREATE A COLD EMAIL THAT DEFINITELY PASSES THROUGH SPAM FILTERS AND GET RECIPIENTS' ATTENTION 🎯 WE ARE NOT WIZARDS, BUT KNOW SOME SECRETS ON HOW TO MAKE EFFECTIVE COLD MAILING 😊

Great cold email strategy consists of 5 elements

- 

A Greeting
- 

An offer
- 

A signature
- 

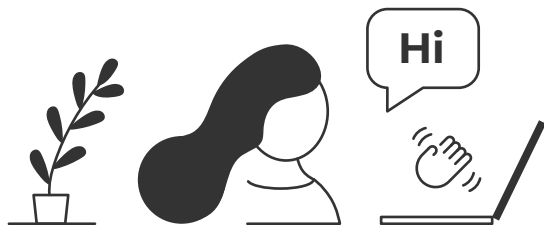
Subject line
- 

Right time of sending



LET'S DEAL WITH IT ONE BY ONE





A Greeting

You may choose any greeting you like. However, it is better to use the classic "Hello!" or "Hi!". This block is obligatory. So that the recipient immediately has an idea of who is writing and how you can be useful to him/her, first, introduce yourself/your company. For this, such short forms will be perfect:

- ✓ "I am {Name}."
- ✓ "My name is {Name}."
- ✓ "This is {Name}."
- ✓ "This is {Name}, a {Company Name} representative."
- ✓ This is {Name} from {Company Name}."
- ✓ "I am {Name} from {Company Name}."
- ✓ "My name is {Name} and I represent {Company Name}."

After that you may pass over to describing your professional area. To inspire more respect and trust, back up your description with clear facts:



cases

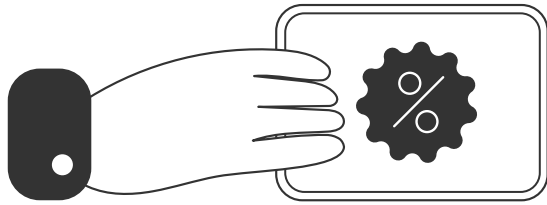


portfolio links



real statistics

The information on how many years you have been in the market & how many customers you have helped will warm up the reader & well prepare to pass over your offer.



An Offer

- ✓ Make your offer brief and on point.
- ✓ Never use watery texts.
- ✓ Be sure to write down how the person will benefit from working with you.
- ✓ You may also add features that differentiate you from your competitors.
- ✓ Mind that, in cold emails, there is no need to beat about the bush, and the customers will appreciate it if you don't.
- ✓ End it up with a clear CTA.

N.B! Without a clear call to action, your email doesn't make any sense and has no value.

The target action may be an email/call back, or another type of interaction by following up/ meeting/networking to discuss further details, etc. Anyway, your cold email should warm your customers up to leave the potential for turning them into your clients.

However, do not go to another extreme, overloading your text with calls to action. There must be **only one CTA** in your email. Here are some CTA forms possible:

"What do you think?"



"Interested?"

"Let's discuss it?"

"Want to know more?"



"Let's talk!"



"Let's meet."



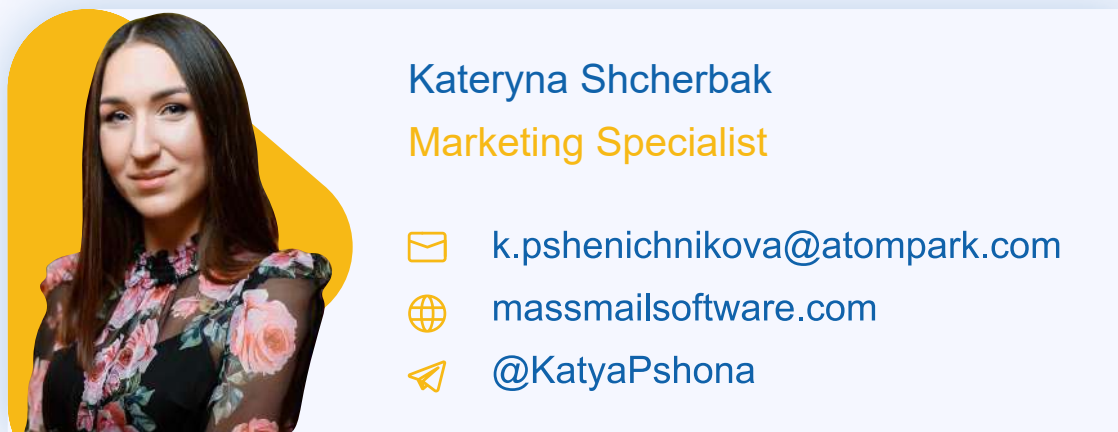


A Signature

Since the purpose of such an email is to create a sense of personal correspondence, it cannot be sent in terms of a mass sales mailing campaign. Also, make sure to keep an email design as simple as possible:

- ⊗ Don't add a lot of pictures.
- ⊗ Don't include GIFs.

The only thing that may be (and even should) be added is a photo of the sender in the signature to increase trust and form strong bonds with potential clients.



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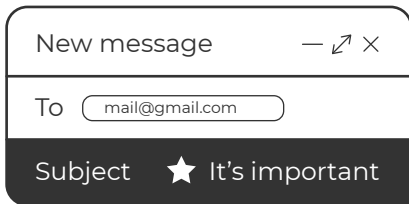
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BOOST YOUR BUSINESS WITH ATOMPARK SOFTWARE

Some great examples of email signature in cold email.



Subject line

Clearly and concisely formulate your offer in the email subject line. The right formulation influences both Open Rate and Click-through rate.

Also, make sure that you follow our tips:

- ① Create your subject line no longer than **30 characters**.

Although the maximum length for the desktop devices is 70 characters, Apple devices display only 30 characters. If you want it to be fully displayed on all devices, then don't make it longer.

- ② Do not include into your cold email subject line spam words.

⊗ "reminder" ⊗ "free" ⊗ "percentage of" ⊗ "help"

These words decrease the percentage of email open rates.

- ③ Use emoji to catch recipients' eye. 😊 😮 😊

Emoji in subject line increase Open Rate. But be careful and not to overdo with them. Emoji should be relevant to content of email.

Powerful Cold Mail Themes

Jump to some prospecting cold email templates to secure a call, meeting, demo or any other benefit:

Personalize your theme as this may increase your open rate by up to 26%.

- ★ The Friendly/Flattery/Relevant Email.
- ★ The Compliment/Benefit/Time/Email.
- ★ Two Things You Should Fix.
- ★ Your Good Review Email. ...
- ★ The Video Bonus Email.
- ★ Seems You've Got a Big Deal.
- ★ Your Personal Card.
- ★ An Awesome Offer.
- ★ An Incredible Proposition.
- ★ Top 5 Business Benefits.
- ★ Your Website Overview, etc.



Right time of sending

If you want to legally send a cold email, it must meet several criteria:

- ✓ it may be sent through SMTP gmail server with limits or use Atomic Mail Sender and set partner SMTP to send unlimited emails;
- ✓ it should be sent from a personal mailbox only;
- ✓ it usually requires a double opt-in;
- ✓ the number of emails sent per day must be limited.
- ✓ it should align with the current legislation and other regulations established in your region. (CAN Spam act. GDPR)

For example, Gmail has a limit on send-outs: up to 500 emails in 24 hours. But you may hardly reach this limit if your cold emails are personalized messages to specific people. This way you won't get in Spam. Or get suspected of any violations, either from your email service or from your potential mail recipients.

If your email meets all the criteria mentioned, be sure it will be a success.



Hi, David Johnson.

I know you're busy now, so I'll make this quick.

My name is Kate. I'm an affiliate manager of Atomic Software Inc. and I invite you to become our partner.

I've done some research and understand that we can make a deal. You have a good resource where you can promote our product in an easy way.

And you'll get a 30% commission for each purchase after joining the Affiliate Program, and this is aside from the additional bonuses you'll get.

Our company provides the top email marketing software to help businesses with finding a target audience, cleaning email lists, and running bulk mailing campaigns.

The software is very popular within email marketers, outreach managers, and individual entrepreneurs.

Here you can find the Commercial Offer with the terms of joining our Affiliate Program

Have a wonderful day!

Best Regards,
Kate Shcherbak

A good example of a cold email design

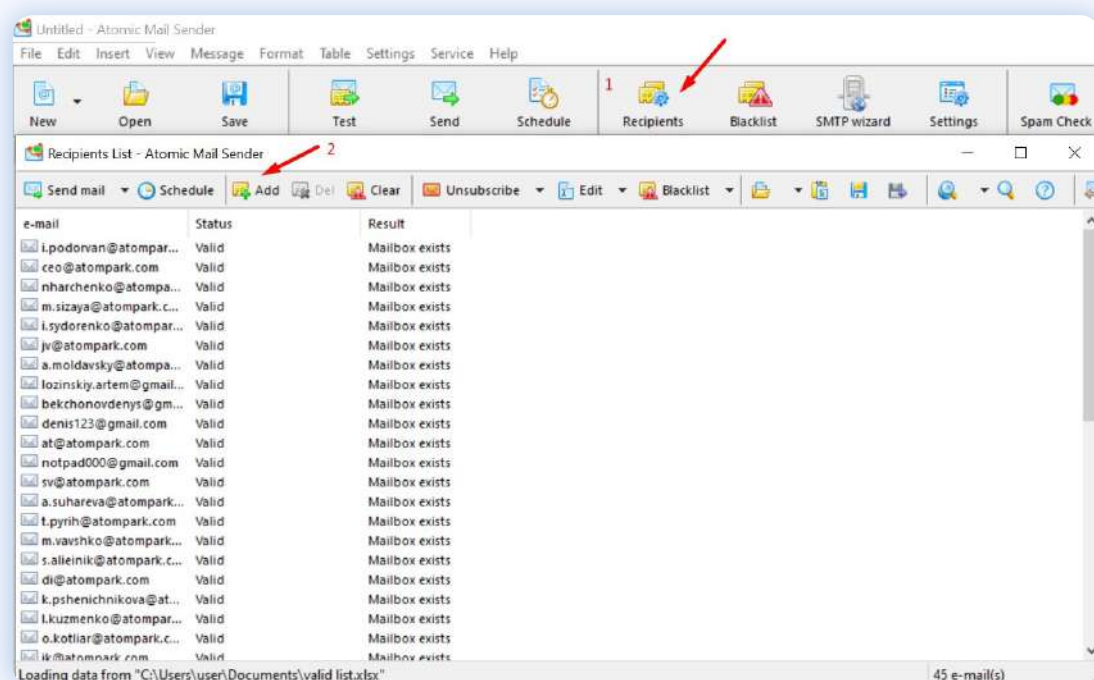
How to organize effective cold mailing via Atomic Email Studio?

Atomic Email Studio is a software created to meet all possible requirements for successful messaging. It offers the most advanced & effective solutions for email management. It will help you target the audience and significantly increase your campaign level, and succeed with cold emails, which is not an easy task.

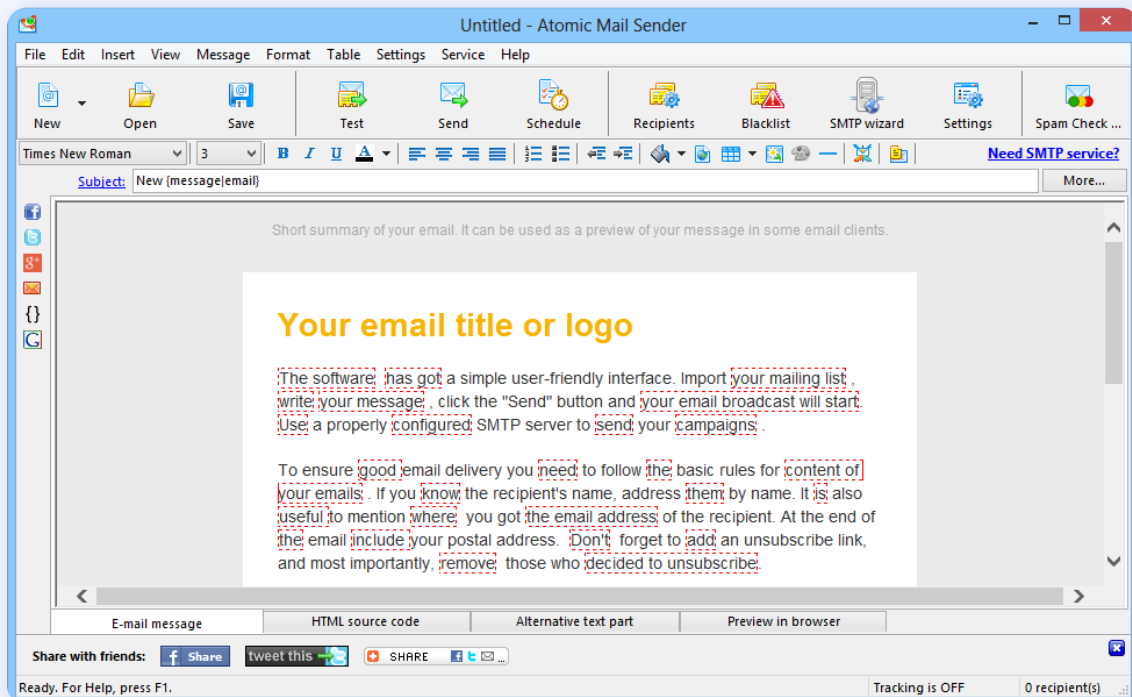
To set up your cold messages, **Atomic Mail Sender** is an effective solution from Email Studio. It provides a **Newsletter** mailing feature and SMTP server to send the unlimited number of emails.

So, to set up your personalized cold mails for chosen recipients easier:

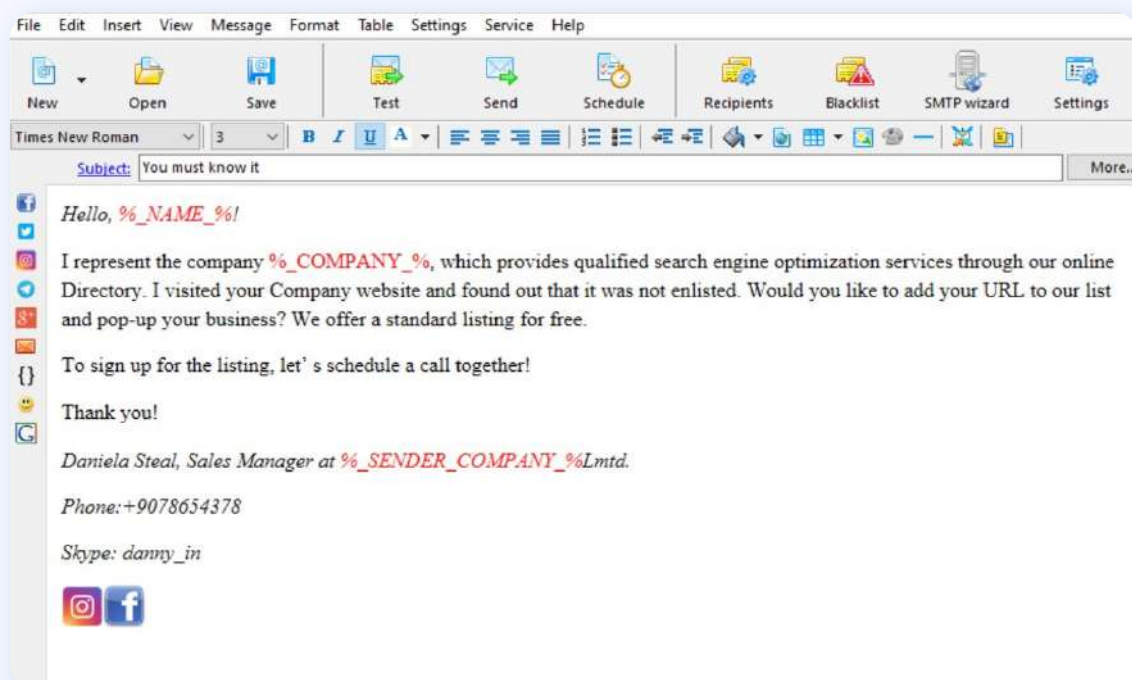
① Add the recipients list as it is shown on image below:



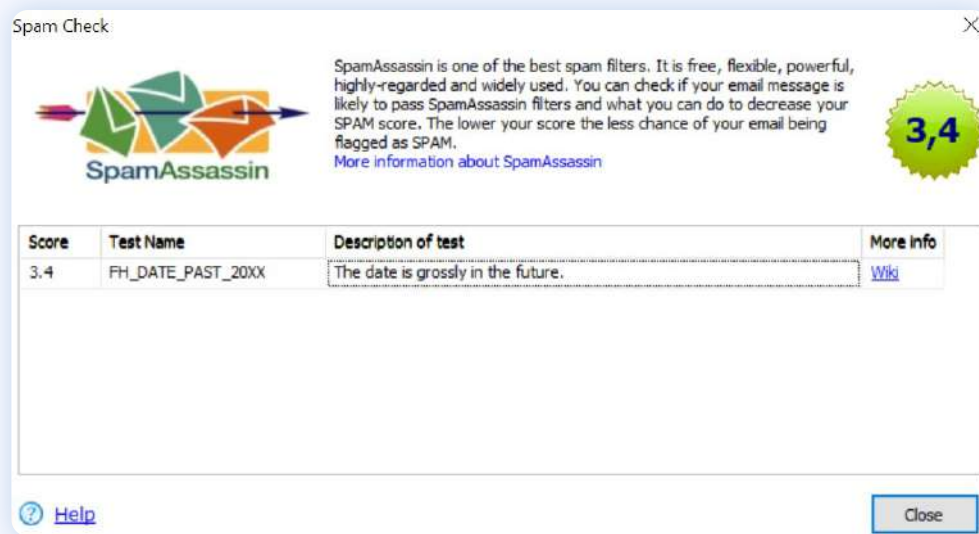
- Enter the messages text in the "Message Edit window". The "Insert" / "Email merge data" menu is added where you can easily insert data fields.



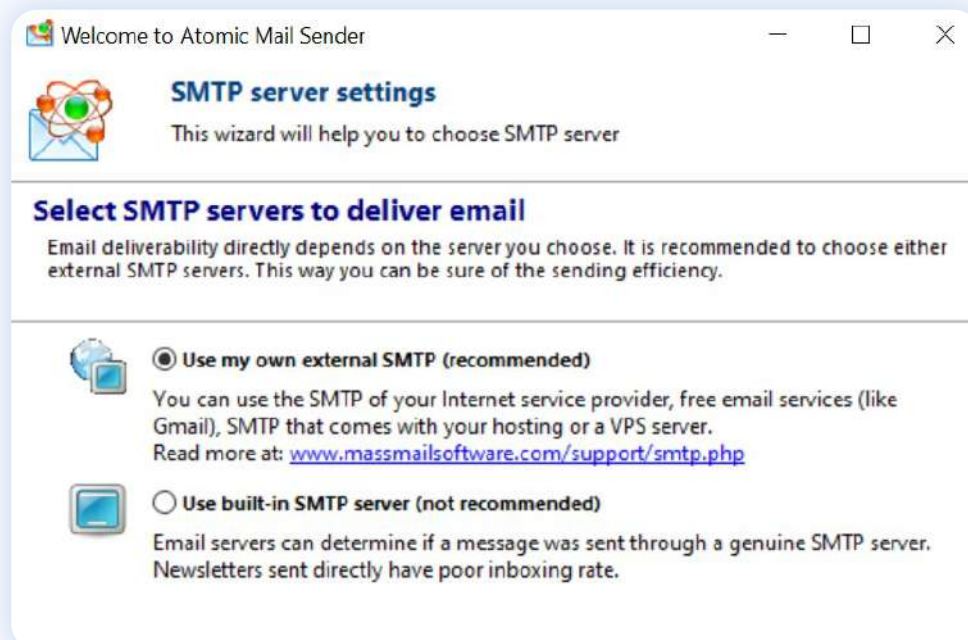
- Create/personalize your cold text message.
Add new data fields to the list if needed.
Personalize your email campaign by inserting variables of %Name% type.



- ④ Check whether your email will pass through Spam filters.
For this Atomic Mail Sender has Spam Assassin.
Click the “Spam Check” and get a score.
The lower score is, the higher chance of hitting to Inbox.



- ⑤ Launch your text message campaign using SMTP servers from our partners.
It helps to increase the chance that recipients will get your message.



You may preview your email message design by sending one text message to the active sender's email address.
Develop a cold email campaign & turn prospects into sales.
Send emails from your inbox with the help of professional software.

How to make it open?

Below are some tips and tricks you should note that work well for making cold email effective:

- ✓ Know who you are emailing to
- ✓ Only bring people good stuff
- ✓ Attention spans are at an all-time low
- ✓ Keep it informal & polite
- ✓ Make it personal
- ✓ Be confident
- ✓ Use trusted email senders
- ✓ Follow up to analyze



FOLLOW OUR TIPS AND BECOME A MASTER OF COLD MAILING.

TRY ATOMIC EMAIL STUDIO
AND CREATE THE FIRST COLD EMAIL
CAMPAIGN WITH OUR TOOL

try for free



To learn more about the features of the program and the details on its work, feel free to contact us:

By phone:

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By email:

tech@atompark.com



On social networks:



website